

Secrets of Agile Product Management

Duration

2 days

Instructor

Eldon Wig

Class Limit

20 students

Prerequisite

None

Price

On-site

Please contact SPC for pricing (contact information on page 2)

Public Training

\$995 (2 days)

*Discount available for early registration

Materials Provided

- Student manual containing the course slides
- Student handouts with class exercises

The benefits of using agile methods to develop new products are widely recognized within the IT community; it allows software to be quickly written for today's needs and can easily evolve to keep up with an ever-changing business environment. It exploits the best of individual and team creative efforts. Unfortunately, many development teams are finding it difficult to initiate, support and sustain this highly collaborative strategy.

A key challenge that is often identified as both arduous to understand and overcome is the interaction between Product Management and R&D (or Development). These sensitivities are especially noticeable at the beginning of the development lifecycle during product definition and at the end of a technology development project prior to product release.

This two-day seminar blends lecture, and class discussion to provide attendees with an increased understanding of the critical Product Management vs. R&D relationship and responsibilities, including a toolkit of best practices, which can be immediately used to accelerate the internal and market benefits of agile product management.

At the end of this seminar, participants will be able to:

- Understand key software product management success areas based on industry best practices
- Identify high-impact product opportunities
- Assess product opportunities against key factors that are critical for success in the market
- Evaluate the degree to which the product will successfully penetrate its target market
- Develop Product Management's credibility as perceived by R&D
- Establish a successful partnership between Product Management and R&D to kickoff the product development initiative
- Effectively track and manage the product development initiative through the entire product lifecycle

TRAINING

Secrets of Agile Product Management

Intended Audience

This seminar is intended for intermediate to senior level product managers, development managers and senior developers, and project managers who are involved in technology commercialization.

Instructor

Eldon Wig is Principal Consultant of soft-coach inc., a software management and best practices consulting company he founded in 1997. His specialization is the management of technology development initiatives, with emphasis on software intensive solutions. His project experiences include web-based enterprise architecture development, high-speed communications network protocol test products, real-time satellite gateways, communications control centers, and ground-based satellite payload test systems. Before founding soft-coach inc., his previous employers included Hewlett-Packard, SED Systems (a Calian Technology company), and COGNOS. He received his M.Sc. and B.Sc. Honours degrees in Computer Science from the University of Saskatchewan in Saskatoon, and is a certified Project Management Professional (PMP). Eldon is a member of PMI, IEEE, ACM, and CIPS.

For more information on this or other SPC Springboard courses, please visit www.spcspringboard.com or e-mail SPC at info@spc.ca

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Outline

Learn Agile Product Management Principles:

Introduce fundamental concepts and review current industry best practices

- Definition of 'agile software product management'
- Distinction between 'product management' and 'product R&D'
- Review of the product lifecycle / project lifecycle / product roadmap framework
- Industry best practices

Know The Market:

Learn how to identify and quantify the best opportunities

- Identifying attractive markets
- Value chain vs. value system leverage
- Understanding 'the whole product'
- Determining the customer's buying decision
- Identifying the product to build
- Assessing critical success and market penetration factors

Know The Challenges:

Learn how to conduct a high-level scope

- Opportunity assessment
- Positioning
- R&D cost estimate
- Project charter
- GO/NOGO decision

Operate As A Team:

Learn key metrics and success factors to track and manage development of new products prior to market release

- Fundamentals of agile requirements modeling
- Planning
- Develop, execute, finish
- Post-mortem
- Post-project



TRAINING